

2 RETAIL: Shop

The department store reimaged House of Shinsegae: Seoul, South Korea

Over the summer, South Korean department store Shinsegae opened the House of Shinsegae, a new food and retail space in Gangnam, Seoul. The vast food hall houses 12 restaurants, a wine shop and a new branch of South Korean multibrand favourite Boontheshop. Casual fare and fine dining are both on offer. You'll find artisanal pasta and ice cream but most of the restaurants specialise in local and Japanese fare. Head to Kikukawa, the first South Korean outpost of a fourth-generation Tokyo eel-rice specialist, or go to Jaju Hansang to sample Korean dishes dreamed up by Shinsegae's own Korean Cuisine Research Institute.

During the renovation, which began in 2021 after the closure of the Shinsegae Duty Free shop, the brand opted for a redesign inspired by luxury hotels. The restaurants and an upper-level mezzanine converge around a central "lobby" with gleaming mirrored columns and tawny-coloured private booths. There isn't a communal bench table in sight – rather, customers can dine on *omakase* at kitchen counter seats or in private dining rooms. The lights are dimmed at cocktail hour and House of Shinsegae stays open late, encouraging customers to sit back and sip. The pick of the bunch? Yoon Haeundae Galbi for Korean beef ribs. — NXE shinsegae.com



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